THE $TRUST IDENTITY · ICON SYSTEM & USAGE

The Authority Ring.
A mark for authority, not just security.

A generic shield says “we are safe.” The Authority Ring says something only this protocol can: authority was **requested**, **granted for a time**, and **can be revoked**. The lifecycle is the logo. This kit defines the mark, its geometry, and how to use it.

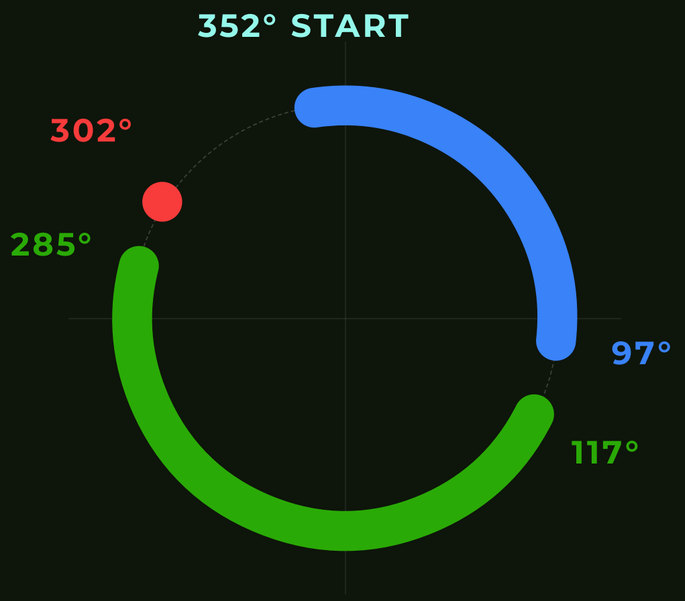
REQUEST GRANT ACT REVOKE

A window of authority — and what each part means

- **Blue — ready, not yet authorised.** Role requested, no validity granted. The cycle opens just before 12 o’clock and sweeps clockwise through the hour.
- **Green — authorised, for a time.** The long sweep is the live validity window; its length reads as duration. A clear, tight gap separates it from blue — a measured handover.
- **Red dot — revocation.** Set off from the end of green by a matching tight break. Authority can always be withdrawn.

The two ring breaks are **near-equal** — 20° blue-to-green, 18° green-to-dot — leaving the widest opening at the upper left, where one cycle resets to the next. The silhouette stays radically simple: the lifecycle colours do all of the explaining.

Geometry & angles



Built on a single circle, run clockwise: request, grant, revoke. Blue straddles 12 o'clock, opening at **352°**; the two breaks are tight and **near-equal** (20° and 18°), and the widest opening — upper left — is where one cycle resets to the next. Reproduce from these values, never by eye.

Start position	**352° (blue, straddling 12:00)**
Blue arc	**352° → 97° (105°)**
Gap (blue → green)	**20°**
Green arc	**117° → 285° (168°)**
Gap (green → dot)	**18°**
Revoke dot (centre)	**302°**
Reset opening (dot → blue)	**50° (widest)**
Direction	**Clockwise**
Stroke weight	**9.375% of diameter**
Cap style	**Round**
Dot diameter	**equals stroke weight**

Give it room. Keep it legible.

Clear space

Maintain minimum clear space equal to **x** — the ring's stroke weight — on every side. Nothing (type, edges, other marks) should intrude on this zone. More space is always better.

Minimum size

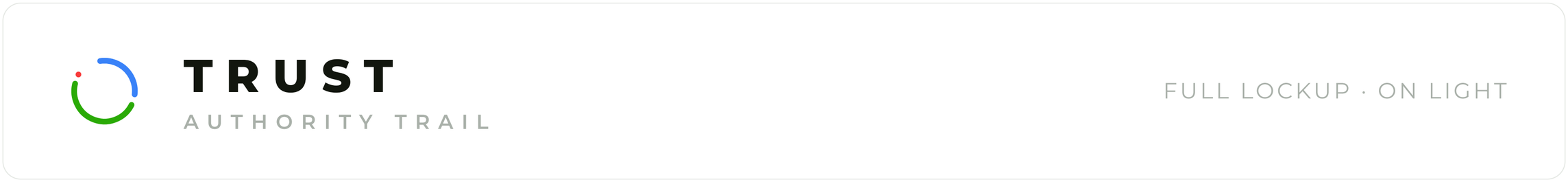
32 px 20 px 14 px · floor

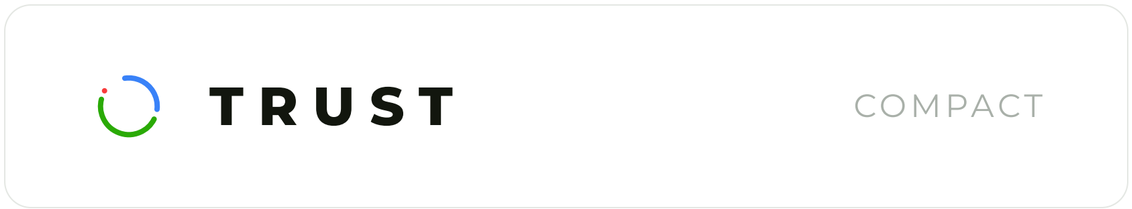
The orbit survives to **14 px** — the test a shield-plus-tick fails, because its core collapses first. Below 14 px, use a single solid-colour fallback rather than shrinking further.

THE LOCKUPS

Two locked configurations

Use the full lockup wherever there’s room to introduce the brand. Use the compact TRUST lockup for tight horizontal spaces, exchange listings, and dense UI. The ring always sits to the left of the wordmark; proportions are fixed — don’t rebuild the spacing by hand.

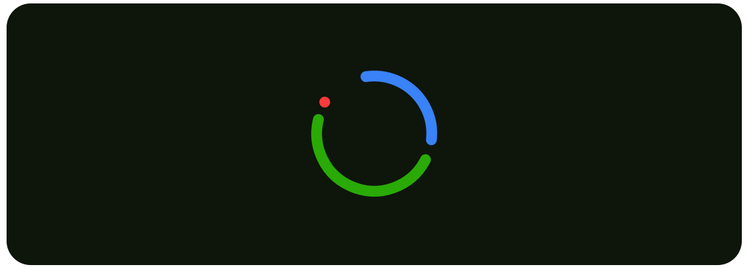




BACKGROUNDS & COLOUR TREATMENTS

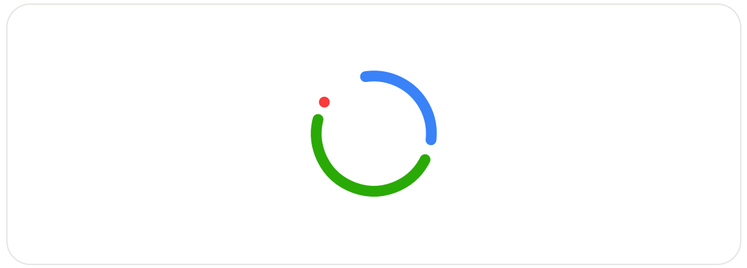
Where the mark lives

The mark has two approved dark grounds and a full-colour-on-white treatment. On light backgrounds the colour is retained — the white ground keeps the lifecycle reading. Single-colour versions exist for mono printing and engraving.



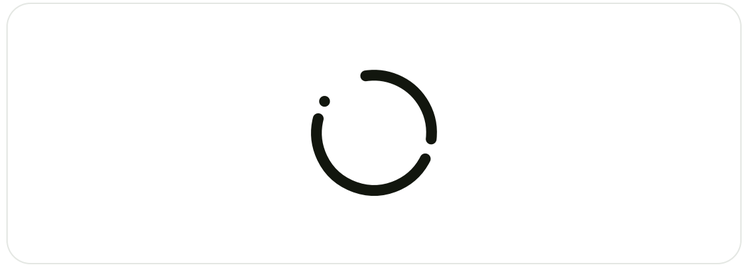
Panel dark
#0E150B · primary ground

Deep ocean
#080A0F · alt ground



On white
colour retained

Mono · white
single-colour knockout



Mono · black
print / engrave

Need another ground? Keep contrast high and the colours true. When in doubt, place on **#0E150B**.

THE PALETTE

The colours are the protocol

These aren't decoration. Green, blue and red map directly to the states of authority — granted, requested, revoked — and amber signals expiry. The mark can say *granted, valid, expiring, revoked* without a single extra symbol.

Authority green
#2AAA06 · grant

Trust blue
#3982F8 · verify

Revoke red
#F83B3B · revoke

Expiry amber
#F8B23B · expiring

Signal cyan
#94F8EA · accent

Deep ocean
#080A0F · ground

Usage notes

Green and blue are the load-bearing brand colours. Red is reserved for the revoke dot and true error/withdrawal states — never as a casual accent. Amber denotes time running out. Cyan is a sparing highlight only.

Type

Montserrat is the voice — 800/900 for the wordmark, 600/700 for headings, 400/500 for body. Tight tracking on the wordmark; generous tracking on the "AUTHORITY TRAIL" subline.

IN CONTEXT

The mark in the wild

EXCHANGE LISTING

TRUST
Authority Trail · Hedera

$0.0042
+2.4%

At listing scale the orbit stays crisp and instantly recognisable in a row of competitors.

BROWSER TAB / FAVICON

TRUST · Authority Trail

authority.dovu.ai

The lifecycle ring is the favicon — no letterform needed to be identifiable.

APP ICON

Squircle treatment with the mark centred at 72% — works on any home screen.

SOCIAL AVATAR

Circular crop with the mark at 66% holds up as a profile picture at any platform size.

MISUSE

Eight things never to do

Don’t recolour ×

Never swap the lifecycle colours or introduce off-brand hues. The colours carry meaning.

Don’t rotate ×

Blue straddles 12 o’clock, opening at 352°. Don’t spin the mark to a new start position.

Don’t reorder ×

Blue → green → red, clockwise. Never reverse the direction or rearrange the sequence.

Don’t add effects ×

No drop shadows, glows, gradients or bevels. If it only works with effects, it isn’t the mark.

Don’t stretch ×

Scale proportionally only. Never distort the circle into an ellipse.

Don’t crowd it ×

Respect the clear-space zone. Keep type and edges out.

Don’t re-space the lockup ×

Use the supplied lockup files; don’t rebuild the gap between ring and wordmark.

Don’t add the nubs at small sizes ×

The contained-action nubs are a display device only; favicons drop them.

Built to still make sense in 2045.

1
Reduces
Legible flat, at 14px, embroidered.

2
Means something
The form encodes grant & revoke.

3
Belongs
A relative of the DOVU orbit.

4
Owns space
Not another shield-plus-tick.

5
Flexes
Favicon to billboard, mono-safe.

TRUST · Authority Trail
Brand assets v1.1 · for team & community use

REQUEST · APPROVE · ACT · REVOKE · VERIFY

authority.dovu.ai · built on Hedera · 2026